White blooming or cloudiness on sealed concrete does not point to one specific brand, but it strongly indicates a **film-forming (topical) sealer**—most commonly a solvent- or water-based acrylic. Penetrating sealers soak into the concrete and do not form a surface layer, meaning they cannot turn milky or "blush". Instead, this white haze usually means moisture or solvent got trapped underneath or inside the sealer film while it was curing, or that natural minerals pushed up from the slab. Concrete Network +3

Why White Blooming Happens

- **Sealer Blush:** Common in acrylic sealers when applied over damp concrete, in high humidity, or when exposed to early morning dew or rain before the top layer cures. Everest Paints +1
- **Over-Application:** Putting the sealer on too thick causes the top to skin over while trapping moisture or solvent underneath. www.layorcare.com
- **Trapped Efflorescence:** Water vapor moving through the slab pushes free salts to the surface; if a breathable or semi-breathable film is present, the salts or moisture get caught right under or in the coating. Concrete Network

Identifying the Residue

- **Sealer Blush / Haze:** Smooth, cloudy, or milky white patches locked inside the clear topcoat. It will not brush off with your hand.
- **Surface Efflorescence:** A dry, chalky, or crystalline white powder sitting loosely on top of the coating or in worn areas. It often brushes or scrapes away easily. The Floor Maintenance ... +1